

Fact Sheet



California Department of Health Services | Cancer Detection Programs: Every Woman Counts

Cancer Detection Programs: Every Woman Counts

Since 1991 the Cancer Detection Section (CDS) has provided breast and cervical cancer screening and diagnostic services to women. These services are provided free to women who qualify thanks to the Breast and Cervical Cancer Mortality Prevention Acts of 1990 (Public Law 101-354) and the California Breast Cancer Act of 1993.

*But, it takes more
than a
mammogram...*

Cancer Detection Programs: Every Woman Counts provides life-saving breast and cervical cancer screening and diagnostic services including clinical breast exams, mammograms, pelvic exams and Pap tests to California's underserved women. These women are age 40 and older (cervical cancer screening is provided to women 25 and older), have an income at or below 200% of the federal poverty level and have no or limited health insurance.

Approximately 900,000 women are eligible for breast cancer screening services and more than 1,800,000 are eligible for cervical cancer screening services.

State Strategies for Care and Action

But, it takes more than a mammogram...

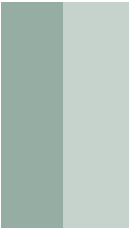
Success in fighting breast and cervical cancer for underserved women means involving people and resources on state and local fronts. Advancing high quality care through clinical services, quality assurance, professional education, marketing, public education, outreach, evaluation, research and surveillance. It takes all of this to bridge the health disparity gap for California's medically underserved. On the State front, some highlights from CDS are:

Clinical Services—breaking down barriers to care.

- Breast cancer screening, diagnostic and treatment services and, in some areas, cervical cancer screening and diagnostic services, are offered by over 2,000 providers.
- Expanded breast and cervical cancer treatment services are available through Medi-Cal to women screened through *Cancer Detection Programs: Every Woman Counts* and others who qualify.
- Web-based enrollment applications can be completed by the doctor office staff right in the office!

Quality Assurance, Guidelines and Protocols—essential to saving lives.

- A landmark study of the largest population of women who have been screened in the country uses medical charts to gather clinical data to assess diagnostic patterns and outcomes.
- A link from the CDS website (<http://qap.sdsu.edu>) offers materials and technical assistance to medical professionals for ensuring quality care.
- A Woman's Guide to Breast Cancer Diagnosis and Treatment, a booklet that is legally required to be given to a woman when diagnostic or treatment services are being performed to help her make informed decisions about her care.



Professional Education--increasing a health professional's capacity to provide high-quality screening services.

- Over 3,000 medical professionals have received state-of-the-art, hands-on, skills-based clinical breast exam and provider-patient communication training.
- Over 3,000 interactive breast cancer review CD-ROMs have been distributed.
- Tools and systems are available to prompt women for yearly exams and follow-up with women who have abnormal findings.

Marketing, Public Education and Outreach--innovative strategies to reach the underserved.

- Award-winning TV public service announcements and Mother's Day promotions reach women through the heart of their families.
- A Healthy Lifestyles education curriculum inspires healthy nutrition and physical activity changes to reduce the risk of breast cancer and chronic diseases.
- Low-literacy education materials are offered in English, Spanish, Chinese, Korean, and Vietnamese.
- A toll-free '800' number consumer referral line 1-800-511-2300 is the only number of its kind in the nation to offer services in six languages. It has received over 90,000 calls since 1995.
- Operates Monday-Friday 9am-7pm
- Calls are answered in English, Spanish, Mandarin, Cantonese, Korean, and Vietnamese

Evaluation, Research and Surveillance--science providing crucial information in addressing the problem of breast and cervical cancer.

- Data from surveys assess California women's breast and cervical cancer screening knowledge and behavior, as well as other relevant behavioral, economic and social factors.
- A large database involving more than 400,000 women, numerous clinical services, and thousands of providers is used to monitor and evaluate the quality of services, determine policy priorities, provide reports, and assess the impact of the program on the underserved in California.
- California is one of 12 states to receive federal funds to assess and reduce heart disease risk in the low-income, uninsured women being screened for breast and cervical cancer. In California this demonstration project, *Corazón de la Familia (Heart of the Family)*, will focus on reducing the risk of illness and death from heart disease among low income and uninsured Latina women. *Corazón de la Familia* offers assessment, patient education, counseling, referral and follow-up for heart disease risk factors. The project will be implemented in one clinic site as a pilot and subsequently be expanded to additional clinic sites.

Local Connections for Care and Action...Regional Cancer Detection Partnerships

A network of 10 regional cancer detection partnerships work to make breast and cervical cancer a public health priority by bringing together local communities and developing collaborative relationships that provide:

- Outreach and Support for Women
- Client support services such as language interpretation, counseling, childcare, and transportation are offered to reduce barriers to care.
 - Volunteer coalitions and ethnic specific task forces advocate for and help ensure access, quality, and the cultural relevance of the program for the underserved.

- Social marketing campaigns take place throughout the year to motivate women to seek breast and cervical cancer screening services.
- Support for Physicians and Health Professionals
 - Local networks for medical care are developed to reach all areas of the community.
 - Strategies to improve clinic management systems related to tracking, follow-up and rescreening are discussed with a volunteer coalition of experts.
 - Training and continuing education of health professionals is facilitated through the collaborative efforts of CDS and the regional cancer detection partnerships.

Regional cancer detection partnerships serve all 58 California counties. A complete list of the partnerships and contact information can be found on the CDS website www.dhs.ca.gov/cancerdetection.

Funding

Federal and state governments join together to fight breast and cervical cancer.

- Centers for Disease Control and Prevention under the Breast and Cervical Cancer Mortality Prevention Acts of 1990 (Public Law 101-354).
- California Breast Cancer Act of 1993 mandates 50% of the revenues collected from a 2-cent tax on tobacco products towards breast cancer control. While the program is growing to meet the needs of the large, uninsured California population, the revenues from this tax are decreasing as Californian's are smoking less.
- Funding from the Proposition 99 unallocated account.